British Waterways London

Autum/Winter 2007

TOURISM AFLOAT

LEISURE NEWS FOR WATERSIDE BUSINESSES

EDITOR'S WELCOME

This summer has seen a buzz of activity on London's waterways. Our summer events programme at Brentford attracted 8,000 extra visits with media coverage of the festivals totalling a fantastic 850,000 circulation. Filming included the TV series Primeval and the new Guy Ritchie crime feature RocknRolla which is due for release in 2008. We've introduced our friendly team to you on page 6 and the business focus this month is the Grand Union Pub in Westbourne Park offering gourmet cruises in partnership with The Prince Regent charter boat. In the last issue of Tourism Afloat we reported our new marketing strategy and are pleased to announce McCann Erickson Birmingham as our new marketing and PR agency who have developed the exciting Yours to Enjoy campaign which has just launched. Enjoy!

MAJOR NEW CAMPAIGN TO RE-DISCOVER THE WATERSIDE

British Waterways has launched a nation-wide campaign this autumn to encourage people to re-discover their canals and rivers. A recent YouGov poll for BW shows that although 50 per cent of people are aware they live within five miles of a canal or river, only three per cent are currently visiting them. BW wants more people to use and enjoy its waterways and is highlighting the different ways canals and rivers can be part of everyday life.

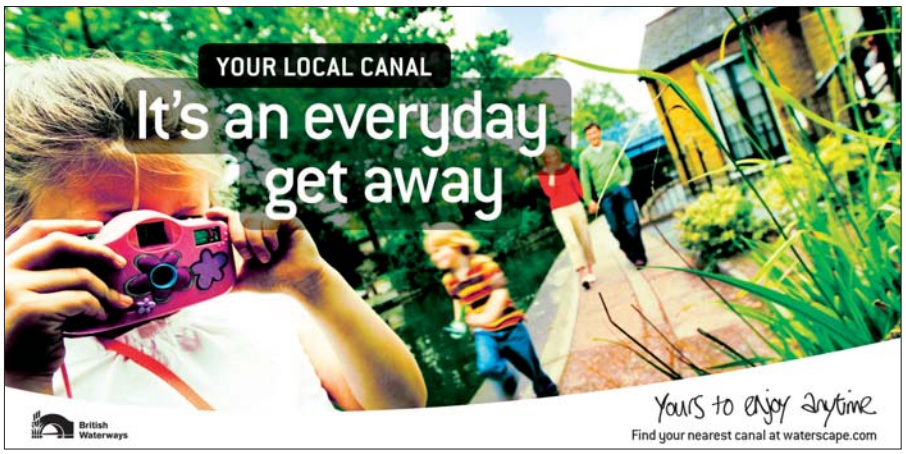
Simon Salem, British Waterways' marketing and customer service director, explained: **"We want to surprise people who might not normally think about their nearby canal or river and make them reassess it as something that could be part of, and improve, their everyday life."**

The campaign shows people the many ways canals and rivers can enhance their day by offering an alternative and more attractive environment for eating lunch, walking to work, jogging, exercising the dog, taking a short cut or going for a bike ride, as well as leisure time activities such as waterside dining or boating.

BW is investing £800,000 in the activity during the current financial year, representing less than one per cent of the organisation's annual spend on maintaining the waterways.

Pilot activity is running in London focusing on the Regent's Canal between Paddington, Little Venice and Camden. 60,000 information booklets have been distributed to local residents and a series of billboard posters have gone up in central London, including Paddington railway station, which can be seen until the end of October. Smaller posters for the campaign have been hung temporarily along the Regent's Canal and even an Ad-Boat will cruise the canal, aiming to encourage people to take a fresh look at their local waterside.

The campaign will also feature a re-launch of British Waterways' consumer information website **www.waterscape.com** where people can find out more about their local canals and rivers.


YOUR LOCAL CANAL
It's an everyday get away
British Waterways
Yours to enjoy anytime
Find your nearest canal at waterscape.com

VENICE COMES TO WEST LONDON

To mark the opening of their new marina, Engineer's Wharf at Grand Union Village, Bryant Homes and British Waterways offered a flavour of Venice with a genuine Venetian gondola heading up a flotilla of barges, accompanied by a fabulous cocktail of fireworks, confetti and all to the tune of the Italian love song "O Sole Mio".

Officially opened in September, Engineers' Wharf is a stunning new 23-berth residential boat marina at the heart of Grand Union Village on the Grand Union Canal Paddington Branch in Northolt, just ten miles from the centre of London. A small number of residential berths remain on offer and Bryant Homes is also marketing its latest phase of apartments, the Water's Edge.

Tony Hales, chairman of British Waterways, said: **"Our partnership with Bryant Homes to create this fantastic new mooring basin as part of Grand Union Village, is a great example of how we can work with developers to create new facilities for boaters and improve access to the waterways for all.**

Across the country, towns and cities are rediscovering historic canal basins, locks and warehouses as the focal points of vibrant renaissance and British Waterways is currently delivering £7billion of waterside regeneration, providing new places for people to live, work and play by our waterways."

For more information about residential berths at Engineer's Wharf, call British Waterways on **020 7985 7200** or visit **www.waterscape.com**

CRACKING DOWN ON LICENCE EVADERS

As part of a campaign to reduce illegal mooring in the capital, in the last 18 months, British Waterways has seized 40 boats from its 100 miles of canals and rivers in London.

Gareth Stephens, British Waterways boating business manager for London, explained: **"British Waterways is committed to enforcing its licence and mooring conditions and the removal of illegally moored boats is part of a London-wide crackdown on moorings and licence evaders. Last year, we served a total of 73 Notices, resulting in 51 boats either becoming licensed or removed from our waters by the owner. We seized 26 boats, many of which have subsequently been sold or broken up. As a result of this work the number of unlicensed craft in London has dropped by 18%, meaning 92.5% of boats are correctly licensed.**

To help step-up the pace of enforcing our licence and moorings conditions, we have recruited a third Patrol Officer for London from our operation team, Suresh Basra. Travelling by bike, he's focussing on the Regent's Canal, which passes through Westminster, Camden, Islington, Hackney and Tower Hamlets, plus parts of the Paddington Branch, checking boat licences and mooring permits. He's also monitoring our visitor mooring sites in central London, helping to reduce overstaying and deliver better customer service to boaters."

British Waterways directly manages 700 moorings in London at 34 different sites, providing a mixture of residential, non-residential and visitor berths. For more information visit **www.waterscape.com/boating** or call **020 7985 7200**.

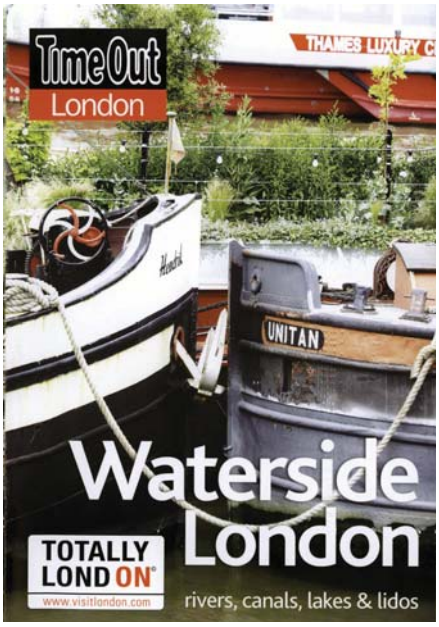
‘WATERSIDE LONDON’ CAMPAIGN TO PROMOTE THE CAPITAL’S RIVERS, CANALS, LAKES AND LIDOS

Visit London launched a £500,000 advertising campaign on 16 July in London and South East England, using poster sites on London’s South Bank as well as bus sides and rears and Tube panels. The campaign built on last year’s Waterside London campaign which saw 84,000 new visitors to the capital’s rivers and canals.

This summer 800,000 Waterside London guides were produced and distributed with Time Out London magazine and in other London press. They are also still available at Tourist Information Centres, bars and cafés.

Visit London’s Marketing Director, Martine Ainsworth-Wells, said:
"The campaign highlights the breadth and diversity of London’s waterside attractions. Even people who know London well will discover new experiences, whether it’s a high speed boat trip, a new waterside restaurant or a day spent foraging for treasure on the banks of the Thames."

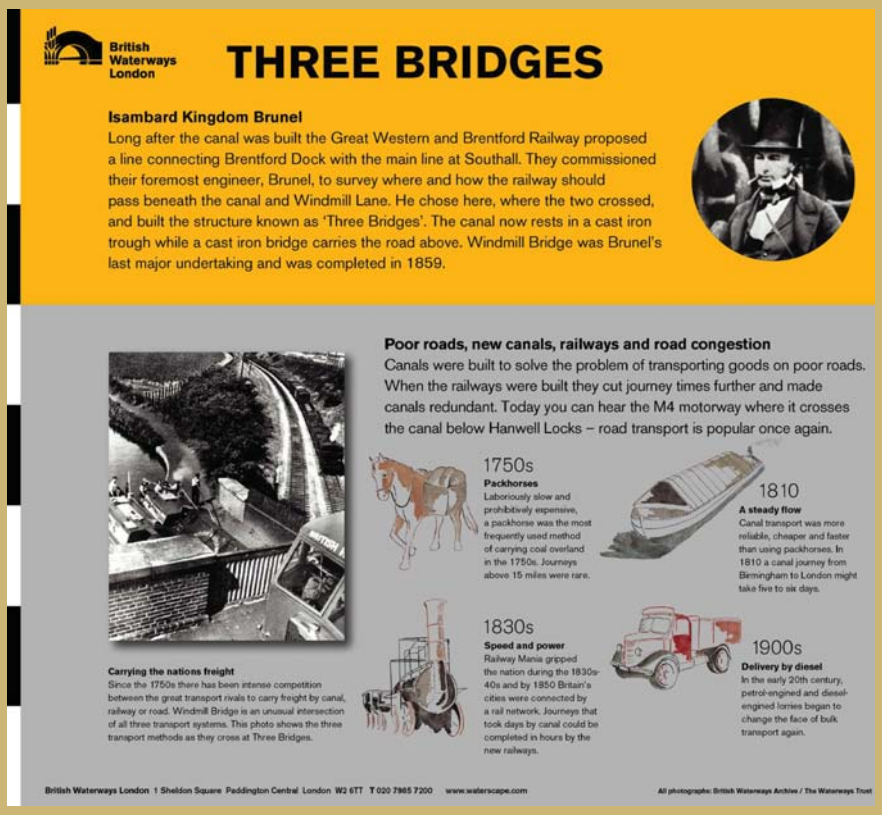
Visit **www.visitlondon.com** for more details.



NEW HERITAGE TRAIL FOR HANWELL

In September British Waterways installed nine new information panels on the historic Hanwell flight of locks on the Grand Union Canal in Ealing, providing a new heritage trail for visitors.

Over 300,000 visits are made each year to the Hanwell Flight of locks, one of four Scheduled Ancient Monuments managed by British Waterways in London.


British Waterways London

THREE BRIDGES

Isambard Kingdom Brunel
Long after the canal was built the Great Western and Brentford Railway proposed a line connecting Brentford Dock with the main line at Southall. They commissioned their foremost engineer, Brunel, to survey where and how the railway should pass beneath the canal and Windmill Lane. He chose here, where the two crossed, and built the structure known as ‘Three Bridges’. The canal now rests in a cast iron trough while a cast iron bridge carries the road above. Windmill Bridge was Brunel’s last major undertaking and was completed in 1859.

Carrying the nations freight
Since the 1750s there has been intense competition between the great transport rivals to carry freight by canal, railway or road. Windmill Bridge is an unusual intersection of all three transport systems. This photo shows the three transport methods as they cross at Three Bridges.

Poor roads, new canals, railways and road congestion
Canals were built to solve the problem of transporting goods on poor roads. When the railways were built they cut journey times further and made canals redundant. Today you can hear the M4 motorway where it crosses the canal below Hanwell Locks – road transport is popular once again.

1750s
Packhorses
Laboriously slow and prohibitively expensive, a packhorse was the most frequently used method of carrying coal overland in the 1750s. Journeys above 15 miles were rare.

1810
A steady flow
Canal transport was more reliable, cheaper and faster than using packhorses. In 1810 a canal journey from Birmingham to London might take five to six days.

1830s
Speed and power
Railway Mania gripped the nation during the 1830s-40s and by 1850 Britain’s cities were connected by a rail network. Journeys that took days by canal could be completed in hours by the new railways.

1900s
Delivery by diesel
In the early 20th century, petrol-engined and diesel-engined lorries began to change the face of bulk transport again.

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All photographs: British Waterways Archive / The Waterways Trust

Florence Salberter, British Waterways’ heritage advisor for London, explained: **“We hope our new heritage trail will provide visitors to the picturesque Hanwell Flight of locks with a fascinating insight into the history of the canal, what it was built for and the people who once worked on it. The panels also describe the wildlife which now lives on the canal, including herons, water voles, bats and dragonflies. Combining historic photos with attractive drawings, diagrams and maps, the panels really do bring the history of the canal to life.”**

The new visitor information panels run from Lock 97 at the bottom of the Hanwell Flight (accessed via Green Lane close to the Fox pub) to Norwood Top Lock alongside Havelock Road.

WORKS PROGRESS AT PRESCOTT LOCK

Piling work is progressing well on Prescott Channel and the new lock and water controls structures, which will restore London's Olympic waterways to full navigation, are beginning to take shape. Excavation of the banks is underway, using barges to take away the spoil and a temporary footbridge has been built for construction workers to use.

The lock island, lock chamber and two weirs are being created in sequence by first constructing a watertight cofferdam (temporary dam) with sheet piles to create a safe working environment.
The installation of the new lock gates is planned for next spring and the lock should be open for construction traffic by the end of the summer.

Work also started in April on the supporting water control structure on Three Mills Wall River. Again, cofferdams are being created here using sheet piles before work can be done to install the weir, which is expected to be complete by the end of the year.

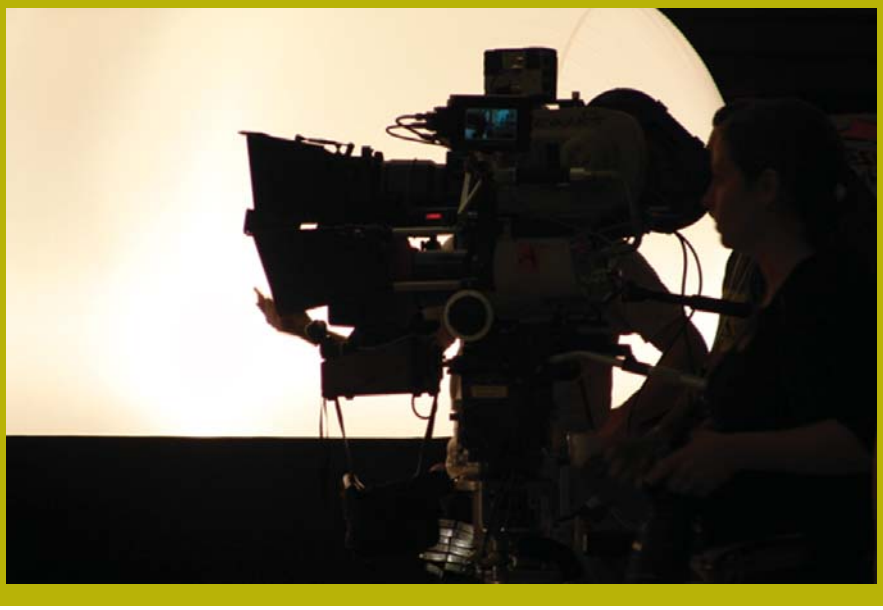
FILMING ON LONDON'S WATERWAYS IS MORE POPULAR THAN EVER

Filming agent Unitbase.co.uk Ltd is now managing filming for nearly all BW's business units. The company was originally recruited by the BW London team three years ago to maximise revenue from this potentially lucrative source.

Last year alone, filming earnt London over £50,000, with this year's activity set to exceed that. Nerissa Bryden, marketing manager for BW London, said: **"Unitbase.co.uk not only makes filming requests easier by handling the administration, negotiation and, with the help of waterway supervisors, the management, it is consistently increasing our income as it has great contacts in the industry and is proactively marketing our sites."**

As well as handling the bigger paid-for productions Unitbase.co.uk is contracted to look after the smaller and largely promotional requests we receive like the recent Narrowboat series on the Discovery Channel or Adam Hart-Davis' series How London Was Built which filmed in London's Docklands this summer.

Find out if Unitbase.co.uk can benefit your business on **020 7619 8230** or visit their website at **www.unitbase.co.uk**



CAMDEN'S ROVING BRIDGE REPAIRED

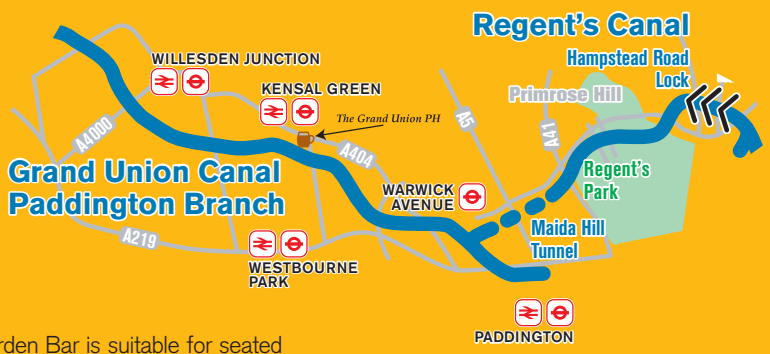
In September British Waterways began a £6,500 project to repair the striking Grade II listed pedestrian bridge, known as the Roving Bridge, which crosses the Regent's Canal next to Camden Lock Market.

The granite stones which make up the ramp of Camden's roving bridge had, after 150 years of intensive use, become very smooth and extremely slippery. A section of the eastern ramp had also sunk, creating an uneven surface. The repair works were planned with the help of London Borough of Camden's conservation officer to ensure the appearance of this historic structure was preserved for at least another 150 years.

Over the coming winter months a series of stoppages are planned for London's waterways including lock gate and bridge repairs, and replacing culverts. Hanwell lock gates, Islington Tunnel, Stanstead Lock and Hunsdon Mill Lock are among the repairs planned for January to March 2008. For a full list of winter stoppages visit **www.waterscape.com/stoppages**

BUSINESS FOCUS: THE GRAND UNION PUB

The Grand Union in Westbourne Park benefits from its scenic location with a bar and terrace overlooking the Grand Union Canal. Ideal for private dinners, meetings and parties the pub offers two bar areas. The Main Bar has a relaxing atmosphere for lunch, dinner and drinks. The menu, which consists of modern and traditional European and English dishes and the pub's famous pie selection, changes daily in keeping with the 'Gastro Pub' concept. Every dish is prepared fresh on the premises.



The Garden Bar is suitable for seated meals for 30-35 persons or up to 50 standing for buffet and drinks. It serves the canalside terrace which has heated and covered tables and is the designated smoking area on the premises throughout the year. There are also narrowboat moorings available for customers.

Darren Gallagher, the pub's general manager said: **"We are keen to work with local businesses to promote the use of the canal, one example of this is the Gourmet Cruise evening on Tuesday 23rd October onboard The Prince Regent (operated by the Floating Boater 0207 266 1066). The boat departs from Paddington and cruises along the Grand Union Canal with onboard wine tasting terminating at The Grand Union where guests will experience the special 3 course Degustation Menu and more wine."**

For more information contact **The Grand Union, 45 Woodfield Road, London W9 2BA**, Tel: **020 7286 1886**

RARE BATS MAKING A COMEBACK

A recent survey by British Waterways discovered the rare Leisler's bat at Brent Reservoir in North London. This species, previously known as the hairy-armed bat, is generally uncommon in Britain but has now been recorded from at least four locations in London, suggesting its ability to adapt to urban life following many years of absence.

The Leisler's bat (Nyctalus leisleri) is one of the larger British bat species, with a body length of up to 6.8cm, wingspan up to 34cm and bodyweight up to 20gm.

Leela O'Dea, ecologist for British Waterways London, explained: **"We are delighted to have found some Leisler's bats at Brent Reservoir. With over 11,000 trees and hundreds of historic structures, London's canals, rivers and reservoirs are havens for a variety of wildlife, including a number of species of bats. Not only do they provide good roosting spots for bats in cracks in old bridges and in trees, they also provide safe highways for bats to feed along away from the light pollution of London's streets. As our natural environment becomes increasingly fragmented, bats are one of a number of species benefiting from the safe habitat corridor which canals provide."**

A Leisler's bat

MEET THE BUSINESS DEVELOPMENT TEAM

The Business Development Team's principal responsibility is to maximise use of the waterways by boaters, everyday users and waterside businesses and to make sure visitors are pleased with the quality of experience they receive when visiting the waterside.

Mark Blackwell, *Business Development Manager*, heads up the team to develop leisure destinations, encourage more visitors, build up our boating business and develop a customer service culture.

Marketing and Communications

Nerissa Bryden, *Marketing Manager* and **Henrietta Ross,** *Marketing Executive* promote BW's activities, provide customer information and develop marketing strategies to increase the number of people using our waterways.

Debbie Walker, *Communications Manager,* promotes the work of BW among key London stakeholders, media and strategic partners providing support for all London staff.

Boating Business

Gareth Stephens, *Leisure Business Manager,* is responsible for the boating business, including patrol and moorings staff and the development of future moorings.

Matthew Bannister (west London), **Lisa Alderman** (east London), **Stuart Ruff** (central London) are all moorings coordinators responsible for site maintenance and development and providing a single point of contact for moorings customers.

Debbi Figueiredo is the *Enforcement Co-ordinator* managing the enforcement procedures in London with *Patrol Officers* **Ray Farrow** (west London), **Andy Beal** (east London), **Suresh Basra** (central London) who ensure a fair system for everyone.

Customer Service

Donna Kelly, *Customer Service Supervisor,* looks after customer service issues relating to London including overseeing *Customer Service Assistants* **Joy Maduako** (Paddington) and **Maeve Hillen** (Brentford) to provide a knowledgeable first point of call for visitors and general phone and email enquiries.

Recreation and Education

Louise Fishleigh, *Leisure Development Manager,* develops the recreational potential of London's waterways by improving opportunities for walking, cycling, water sports and angling, improving visitor destinations and managing events.

Elaine Stanley, *Learning Services Officer,* works with primary schools to use the waterways as an education resource. She provides support to teachers and develops national curriculum-linked resources.

Members of the team can be contacted on the general London telephone number.

Left to right: Nerissa Bryden, Debbie Walker, Louise Fishleigh, Mark Blackwell, Gareth Stephens

NEWS IN BRIEF

Waterside Businesses' Marketing Meeting

The annual meeting with local waterway leisure businesses will take place on Wednesday 9 January 2008. Further details and an invitation will be sent in December.

Brentford Waterside Festivals

A series of waterside festivals were held around Brentford Gauging Locks over consecutive Sundays throughout the summer holidays in July and August. The festivals began with a lovely sunny day in July and attracted 2,000 people to the waterside per event. Kayaking, live music, boat trips and craft stalls all featured during the festivals. The successful events saw a 58% increase in visits compared with last summer.

New Look Waterscape.com

BW's leisure website **www.waterscape.com** has re-launched with a new improved format. The site is now split into four easy to follow categories depending on the information you are looking for. You can now search on what's in your area, a particular canal or river, look up things to do and interesting features.

CONTACT

For further information about British Waterways London marketing please contact **Nerissa Bryden** at:

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